

That which is claimed:

1. A method for marketing, comprising:
defining a match between a user classification and an advertisement;
receiving user data about a user associated with a user terminal from a
5 plurality of sources;
classifying the user in a user classification;
transmitting media content to the user terminal, wherein the media content
 comprises video; and
inserting the advertisement in the media content if a match is defined
10 between the user classification and the advertisement.
12. The method of claim 1, wherein the user data comprises user viewing
selections.
13. The method of claim 1, further comprising, receiving a user identification
15 associated with the user, wherein a plurality of users are associated with the
user terminal.
14. The method of claim 1, wherein the user data comprises sales data and user
viewing selections, and further comprising detecting a relationship between
the sales data and the user viewing selections, wherein said step of
20 classifying the user further comprises classifying the user in a user
classification if a relationship between the sales data and the user viewing
selections is detected.
15. The method of claim 4, wherein said step of detecting a relationship further
comprises: detecting a relationship between the sales data and user viewing
25 selections if the user views advertisements for a product and purchases the
product.
16. The method of claim 1, wherein said step of classifying the user further
comprises classifying the user in the user classification if the user data
satisfies a predefined parameter.

7. The method of claim 1, wherein said step of inserting the advertisement further comprises embedding the advertisement into the media content.
8. The method of claim 1, wherein the user data comprises global computer network viewing data.
- 5 9. The method of claim 1, wherein the user data comprises survey data.
- 10 10. The method of claim 1, wherein the user data comprises sales data.
11. The method of claim 1, wherein the advertisement comprises an image embedded into media content.
12. The method of claim 1, wherein the advertisement comprises a video program.
- 10 13. The method of claim 1, wherein the advertisement comprises a banner.
14. The method of claim 1, wherein the advertisement appears at the same time as an electronic program guide.
15. A system for delivering targeted advertisements to a user, comprising:
- 15 a server in communication with a user terminal;
- user data stored on the server, wherein said user data is collected from a plurality of sources;
- a classification module configured for defining a match between a user classification and an advertisement, and classifying a user in a user classification based on said user data; and
- 20 a broadcasting station in communication with said server configured for transmitting media content to the user terminal and inserting the advertisement in the media content if a match is defined between the user classification and the advertisement.
- 25 16. The system of claim 15, wherein the user data comprises user viewing selections.

17. The system of claim 15, wherein the classification module is further configured for receiving a user identification associated with the user, wherein a plurality of users are associated with the user terminal.
18. The system of claim 15, wherein the user data comprises user viewing selections and sales data, wherein said classification module is further configured for
- detecting a relationship between the sales data and the user viewing selections; and
- classifying the user in a user classification if a relationship between the sales data and the user viewing selections is detected.
19. The system of claim 15, wherein said classification module is further configured for detecting a relationship between the sales data and user viewing selections if the user views advertisements for a product and purchases the product.
- 15 20. The system of claim 15, wherein said classification module is further configured for classifying the user in the user classification if the user data satisfies a predefined parameter.
21. The system of claim 15, wherein said broadcast station is further configured for embedding the advertisement into the media content.
- 20 22. The system of claim 15, wherein the user data comprises global computer network viewing data.
23. The system of claim 15, wherein the user data comprises survey data.
24. The system of claim 15, wherein the user data comprises sales data.
25. The system of claim 15, wherein the advertisement comprises an image embedded into media content.

26. The system of claim 15, wherein the advertisement comprises a video program.
27. The system of claim 15, wherein the advertisement comprises a banner.
28. The system of claim 15, wherein the advertisement appears at the same time as an electronic program guide.

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